

Features of trolling in online comments to the news article

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Abstract

© 2018 Academic Research Publishing Group. In the present study, we objectify the timeliness of studying trolling as a type of communicative behavior during Internet discourse. Different approaches to the concept interpretation are being considered. Trolling is defined by the author as a purposeful and motivated communicative behavior, aimed to the media scene destabilization. The comments under one of the French news article demonstrate two basic techniques of trolling: subject-oriented and object-oriented ones. Within the frameworks of object-oriented technology there are the offtopping tactics and elfing being analyzed. The subject-oriented technique is based on the individual discrediting of the person: pointing out and highlighting the incompetence of the interlocutor, the ironic expression of disagreement with his point of view, and elfing. Studying various methods of trolling makes it possible for us to distinguish four types of trolls in Internet comments: a provocateur troll, an offtopper troll, a demagogue troll and an elf troll. All of them have the same single goal to stir up the flame and enjoy the commentator's feedback. One makes a conclusion about the necessity of a selective approach to reading the comments, with the purpose to avoid trolls, who choose their speech tactics depending on their intentions.

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Keywords

Internet-commentary, Internet-linguistics, Speech behaviour

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